

Special Supplemental Nutrition Program for Women, Infants & Children (WIC) Public Hearing on State Plan

**October 5, 2020
1:00 – 2:00 pm
Via WebEx**

The State WIC Office held the WIC Public Hearing on Monday, October 5, 2020. Members of the public attended either via Webex or called into the hearing. The WIC Public Hearing began with a brief overview of the program, including a listing of the waivers granted by USDA to Massachusetts WIC during the federal state of emergency. This was followed by a review of the State Plan goals. The hearing was then opened for public comments.

The WIC Nutrition Program received the following comments:

WIC Food Shopping

- Pursuing online ordering and home delivery for WIC is of the utmost importance during the pandemic and beyond.
- It would be great to be able to attach the WIC Card to the WIC Shopper App.
- The new Hannaford online ordering with curbside pickup has been popular with WIC participants.
 - Is there a timeline to bring other stores online and offering this?
 - Do you know if Hannaford curbside is only at certain stores or is it being offered to all locations?

Program Access

- It would be great to have a WIC Mobile App similar to the DTA Mobile App-as Maryland is launching.
- The WIC goals include collaboration with MassHealth/Medicaid to maintain a system for coordination with a data-sharing agreement.
 - How does that work (process) at the State level?
 - Since MassHealth roles may be higher since the pandemic, this (data sharing) is key, so thanks.
- There should be a WIC goal regarding ACO's. ACO's could be a benefit if they (WIC participants) use the ACO's.
 - Medical providers are already considering using the ACO's but, would like that extra push from the state level.

Customer Service

- Do you have the participant satisfaction data available at the local program level?

Farmers' Market

- Want you to know how valuable all of the services are, especially Farmers Market, to the participants. They like having the opportunity to have that extra food.
 - Wanted to know if you had any suggestions how to roll out the farmers market to the new participants? I think we should highlight the Farmers' Market coupons and talk to new participants about this benefit right away so they know about the program.

Other

- Really feeling the effects of the pandemic and have concerns about the state budget.
- Across the state there are many Community Benefits programs that help with the quality of life. In Quincy, Dunkin Donuts has helped WIC participants in the past.
- Our agency and the Greater Boston Food Bank distribute food to families. They continue bagging foods through different agencies and also provide a clothing program that helps the WIC families.